

Healthy and sustainable food

# Farmers' Cooperative Reaches New Markets

**LEADER funding helped a farmers' cooperative diversify their products and expand into new markets through a range of environmentally friendly foods for special diets.**



The association "BEO asbl" was founded in 1994 by 200 farmers in the Eislek Natural Park to add value to regional produce by highlighting its provenance. Products included cold pressed oils, mustard, poppy seeds, tea and honey.

This LEADER-funded project enabled the association to investigate further processing methods for alternative crops to diversify its product range and the types of crops grown locally. Lactose and gluten-free products including hemp, poppy seeds, buckwheat flour and noodles are being refined through laboratory testing and nutritional analysis. New models of marketing are being tested and trialed, opening new doors to regionally produced health foods. A film, *"Fresh from the field to the dish"* was also developed, showing the different production steps, from the field to the customer's hands.

Indeed, in addition to the health aspects of their products, BEO attaches great importance to the sustainability of its projects and products with regard to the climate and environment. Produce is grown and processed locally and 80% of it is sold in Luxembourg, reducing the carbon footprint.

## LUXEMBOURG

LEADER ÉISLEK



Stand 20

## RESULTS

- ▶ Ten varieties of local cereal products now produced
- ▶ Market acceptance thanks to nutritional information available
- ▶ Study trip identified machinery for artisanal processing of cereals

**Total project cost:** €51 000

LEADER (inc. EAFRD): €36 210

Beneficiary €14 790

### Project Promoter

Bauerninitiative fir Éislek

an den Naturpark Our (BEO asbl)

Norbert Eilenbecker

[www.beo.lu](http://www.beo.lu)

“We stand for quality, traceability and transparency.”

Norbert Eilenbecker, BEO asbl